

Ballyhoo



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IT'S GOOD TO BE BACK

It's good to get away for a while ... far away from one's desk and office, one's routine work and his daily associations ... even one's home.

It's a grand feeling to roll down that long, silver ribbon of highway unwinding before your eyes, drinking in the grandeur of the unfolding panorama which is America. The majesty of the mountains, the vastness of the forests, the ever-elusive line of the horizon, make one feel awfully small, and mighty close to his creator ... The wind howling through the deep valleys blows the accumulated cobwebs out of one's brain.

A few days alone on the road give one time for some deep thinking and meditation ... It's almost like being all alone on this troubled planet of ours, like sitting alone in an empty place of worship ... face to face with your maker. It does much to calm the turbulence of a year's accumulation of worry and emotion.

It's good to get away ...

But brother-r-r ... does it feel good to get back! ... It brings home the fact that man does not live by bread alone ... that he needs his work, his associations, his friends and his home. You miss those things when you're away, even though it may be subconsciously.

I've been away for three weeks and now I'm back, and rarin' to go. Even the routine of my daily work feels fresh, and new, and necessary.

It really is mighty good to get away for a while, but believe me, IT'S MIGHTY GOOD TO BE BACK.

D.E.K.



SAFETY IN THE THEATRE

In previous issues we covered sidewalks, outside exits and exit areas, marquees and lobbies. This time we take a trip through your auditorium with an eye peeled to the possible hazards and their elimination. Please study carefully the following hints, and pass them on to your staff.

THE AUDITORIUM

1. All torn, ripped or loose floor coverings should be reported for immediate repair.
2. Report any chairs that are not securely fastened to the floor.
3. If chair is unsafe, rope it off from arm to arm for full depth of seat and report condition immediately. Check seats also for protruding screws or tacks, chewing gum, loose hardware and defective hat racks.
4. Note particularly splinters, and report for immediate repair.
5. If sidewall, stair, passageway, aisle or exit lights burn out, replace at once.
6. Examine the ceiling and overhead decorations carefully. Be suspicious of bulges in plaster.
7. See that handrails are secure and free of splinters, tacks and screws.
8. Be certain that standee pole-hole covers fit securely and are level with the surrounding carpet.
9. See that fire extinguisher holders are securely fastened to the wall.
10. Aisles or exit lanes should never be obstructed with portable seats or chairs. Patrons should be cautioned against allowing their feet or umbrellas to project into aisle.
11. Ushers should give special attention to aged persons, cripples, children, and particularly women with children in their arms. Take them to their seats and do not extinguish flashlight until they are seated.
12. See that orchestra pit is properly guarded for protection of patrons.

MEZZANINE AND BALCONY

13. Do not permit the placing of clothing, candy boxes, bottles, umbrellas etc. on balcony rails, from which they may fall.
14. Loose parapet guard rails must be reported immediately on discovery.

REST ROOMS

15. Porcelain handles on water faucets may break and cause serious cuts. Report and repair immediately.
16. See that wire grill doors protecting ventilating fans are kept locked.
17. Make sure that vending machines or platform scales do not constitute tripping hazards.
18. Make sure wash rooms are empty before turning out lights at the end of the show.

PASSES

I am not going to say anything about the indiscriminate use of your pass-signing privilege ... I honestly feel that we have our passes well under control. I do want to say, however, a few words on the subject of handling those people who visit our theatres on a pass ... presumably as our guests.

It has been found that occasionally a cashier or doorman will treat a patron coming in on a pass as something less than a desirable customer ... How wrong can we get? ... A pass is handed out for a reason ... in most instances a VERY GOOD reason, and the holder is entitled to EVERY courtesy extended to a paying customer ... Please make sure that every member of your staff is made aware of it. Remember how you squawked about how unfair it was to tax them with a service charge? Well, do a little squawking when you catch members of your staff looking down their noses at them.

And another important thing ... we have always made a policy of extending a whole-hearted welcome to every priest, minister or rabbi who cares to visit our theatres at any time. They do not need a formal pass ... their proper identification is sufficient. This is most important ... Please make sure that your cashiers and doormen are advised accordingly.

X.X.X.X.X

BABY IT'S GOLD OUTSIDE ...

Well, maybe it isn't TOO cold, but there's lots of that white stuff around ... don't know if I brought it back with me, but the fact remains that we're loaded. There's more snow around than I've seen all winter, and reports are that nearly my whole district is covered with anywhere from four to fifteen inches ...

I hope you were not caught unprepared ... this wet snow is tricky and dangerous stuff ... Get it off your roof and marquee before it starts doing any damage ... and, please keep the areas in front of your entire front completely free of it ... All it needs is a couple of snow shovels and a like amount of elbow grease. DO IT NOW, and save yourself a lot of headaches later. And don't forget the exit areas ...

X.X.X.X.X

BIOGRAPHIES

If any of you guys haven't had your biography published in these pages it's only because I don't have the information. Please don't wait for a formal request ... Send me the dope right away and I'll try to get you into an early issue ... Just to keep it alive, after I'm through with my district, I'll publish from time to time brief sketches of head office and circuit personalities ... just so's you'll know who your neighbours are ...

X.X.X.X.X

Ballyhoo

BONANZA

Well, I'm back, and what a sight greeted me on my return to the office ... Ballyhoo material piled high, from NEARLY every manager in this group ... and from a cursory examination, there's a lot of mighty fine stuff there.

Janet did a good job of classifying the material and readying it for scoring, which is just what I'm going to do now. There's a full month's accumulation, and it's going to be quite a chore to try and get in into this one issue ... BUT ... nothing ventured nothing gained ... so we'll at least try.

I think I'll leave the score-board for February for the next issue ... just to keep you guys guessing for a few days ... Looks like it may be pretty close ... but SOMEBODY must win ... Is it YOU? You ought to have a pretty good idea from the amount and quality of the stuff you've been sending in ... Well, next week you'll KNOW.

In addition to the material I found a couple of "beefs" ... Seems that a couple of our lads were late with their entries last month, and consequently were left out on the fourth week, and lost their monthly bonus points ... Well, I'll play along ... Both had good reasons, so I shall revise the scores and bring them up to date on our next score-board ... but please fellows ... get those entries in on time ... I can't spend all my time sitting around waiting for the late-comers ...

There are a couple of smarties who sent me pages and pages from their local papers, earmarking the editorial column and the "Letters to the Editor" department ... Seems that quite a hot controversy raged in connection with the showing of MARTIN LUTHER ... and these lads, who were at that time playing this feature, feel that they should be credited with points ... How funny can we get? Prove to my satisfaction that you promoted the tiff ... you'll get the points. Fair enough?

By and large you're doing a grand job fellows ... thanks, and keep up the good work.

IN THE TRADE HEADLINES

Well, looks like the American trade press has been pretty good to us this past month, with several of our members getting stories, and Olga winding up with a good story and picture ... of herself, true enough ... but still, a PICTURE ... and that counts for an even five hundred ...

Walter Brooks in his columns in MOTION PICTURE HERALD gave mention to Moll Jolley and Jack Bridges, and also published story and pic of Olga, as mentioned above.

Hal Sloane who runs the Promotion department over on BOXOFFICE came through with stories in the February 13th issue, on Bob Harvey, Olga Sharabura and Paul Turnbull. In addition, our Robert wound up with another citation.

SHOWMEN'S TRADE REVIEW printed stories on some of the activities of Jack Bridges, Paul Turnbull, Len Gouin and Art Cauley.

THE EXHIBITOR ran a nice story of one of Bob Harvey's deals ... and, I note in two successive issues reprints of two of my editorials ... Thanks fellows.

The February 27th HERALD just came in, and I note that Jack Bridges and Olga Sharabura are listed among the Quigley contenders for the month. Nice going ... but where, oh where are the rest of our Ballyhooin' showmen?

Come on gang ... how about an even dozen in each of the trade mags, next month? And if you submit pictures of some of your better stunts, there's a fair chance that some of them may be used ... and that means POINTS ... So, how about it?

X.X.X.X.X

CAULEY "ON THE BALL"

Art Cauley, one of our most consistent Ballyhoocers has carried that spirit into his weekly staff meetings ... At some point in the meeting Art declares a "Ballyhoo" period, and throws the whole subject of advertising, exploitation and public relations open to his entire staff ...

He discusses current and coming attractions ... News of interest in the industry, and ways and means of promoting good theatre public relations. Members of the staff are encouraged to make suggestions, and prizes are offered for the most constructive and workable ideas each month.

The results to date have been good ... Many suggestions have been used, but more important ... the members of his staff feel that they are part of a team.

Congratulations Art on a swell deal ... I hope that some of our other members will emulate your fine example of inter-staff public relations.

DRUMBEATERS ALONG THE BONANZA TRAIL

Guess I'd better get started on a resume of our Ballyhoo activities for the past three or four weeks ... if I'm to get this issue out to you before it's time to get started on the next one ...

But first ... I have just received a note from Jim Nairn on the results of the GILBERT & SULLIVAN contest ... and fellows, I'm really and honestly ashamed, as every one of you who played this picture should be. Exactly ELEVEN entries were received over our whole circuit ... three of them from this district ... Where were the rest of you? ... Or perhaps you don't need the extra dough that's being tossed right into your laps. I had expected a campaign from every theatre ... not a prize-winner perhaps ... but at least some evidence that you were trying...

Oh well, thanks Mel, Art and Bob ... It's nice to know that we have at least three Ballyhoosers worthy of the title ... and Jim tells me that your campaigns were good ... even though they didn't wind up in the dough. Keep trying, and by all means, KEEP BALLYHOOSIN'.

Well, now that I have this out of my system, let's get on with the business of reporting YOUR activities. To simplify this and maintain some degree of continuity I shall report one week at a time.

WEEK ENDING FEBRUARY 6TH

CAPITOL - SUDBURY

For his date on MOGAMBO, Jeff scored another first ... fast-talked the local Dodge dealer into an excellent four-column co-op, using the Dodge truck theme as suggested in the press-book. Half the total space was devoted to art and copy for the picture and theatre. Nice work Jeff.

A gorilla costume was effectively used for a street stunt. One local youngster donned the suit while another led him around the streets by a chain ... Both were well bannered. Every once in a while the "gorilla" would approach some comely lass and ask for a date to see MOGAMBO ... Lots of laughs and a few faked screams ... all adding up to good publicity.

REGENT - OSHAWA

It took a couple of minutes to figure out who was doing who ... or is it "whom?" a favour ... but Al tells me that it didn't cost him a red cent ... so, who's complaining?

The local Gazette ran a half page ad, the major portion of which carried a reprint of a letter written by Al to the G.M. thanking him for his co-operation in helping introduce CinemaScope to Oshawa ... Naturally Al buttered up the newspaper, and accidentally happened to mention the Regent and programs ... The ad was run and paid for entirely by the publishers ... What more can one want?

CENTURY - HAMILTON

Mel was playing HERE COME THE GIRLS, did a little promoting, and wound up with over one hundred dollars' worth of good radio time, all for free.

C K O C started the ball rolling with daily mention of the Century's feature on their regular daily program "Hour of Stars" featuring Tony Martin. Ten days of this ... On the Sunday before opening, the same station aired for free, fifteen minutes of songs by the four stars, with appropriate credits ... Also the same four characters featured on another daily program, "Smoke Rings" ...

C H M L carries the Jello program featuring Bob Hope, so a daily plug for the film and theatre at the conclusion of each daily airing, well in advance and through the run.

To tie in with the Satevepost which is featuring the life story of Bob Hope under the title "This is Me", Mel arranged to have bulletins sent to the approximately 175 local dealers, also banners placed on all news trucks in the area.

The Hamilton Review still running their full-page co-op, with lots of good publicity for the Century.

CAPITOL - WELLAND

Well, I'm very happy to see that Jack is beginning to deliver the goods ... if only I can get him to keep it up. The old Tribune seems to be softening up a little ... so get in there good Jack, and don't let them off the hook ...

Two excellent scenes were placed on off-theatre pages in separate editions, in advance of THE ROBE opening ... A very fine three column story appeared on the day before opening, with a detailed account of CinemaScope, THE ROBE, and the stars ... Another good story and large scene on the day after opening with the newspapers' recommendation of the feature to all localities.

Jack purchased ten spots over C H V C, and the radio station kicked in another ten FREE ... In addition they set up a tape recorder in the Capitol lobby on opening night, and taped interviews with patrons who had just seen the picture ... A full fifteen minutes of this tape was aired the following day.

Keep it up Jack ... now I know you can do it, so ...
NO MORE EXCUSES!

CAPITOL - GALT

It's a little rough on Ed ... with his doorman off sick, he's been doing double duty ... but still manages to get something in to us every week. All the local cabs were bannered with good copy for TAKE THE HIGH GROUND ... in advance and during the run.

The Evening Reporter - big hearted Joes- ran a scene on an off theatre page on SO BIG ... One of the local clergy inserted a good plug for THE ROBE in his weekly bulletin, and promised a pulpit announcement to coincide with its opening.

BROADWAY - TIMMINS

Well, something really different from Bob Nelson this week ... And just in case some of you guys have been beefing about how much time your job takes ... take a lesson from Robert ... Not only does he do a pretty good job of managing the Broadway, but he has turned disc jock in his spare time ...

Okay, I'll explain ... You may remember in a previous issue I mentioned that Bob had covered for a disc jock friend of his on vacation? Well, the station liked his show so much, and received so many favourable comments that they've given Bob a show of his own ... daily from 2.30 to 3.00. Naturally he airs a movie column, with choice tidbits about Hollywood stars, music from the sound tracks etc. Naturally part of the deal is that a good portion of this half hour carries his own plugs, and brother ... does Robert ever stretch that fifty-fifty deal ...

The station ran a 500 line ad, introducing Mr. Broadway and his show ... Hardly recognized Bob for the grin ... Good luck on your new show Robert ... I know you'll make it work for you and your coming attractions.

For DIAMOND QUEEN Bob managed to plant a good scene on the Women's page ... As guest speaker at the K of C Communion breakfast, Bob's topic was "New Techniques in the Motion Picture Industry" ... good story in the Daily Press.

ORPHEUM - SOO

CRAZYLEGS was Olga's feature this week, and she reports that both the American and Canadian radio stations gave her excellent coverage. The sport announcers on both stations did a fine job, mentioning the attraction and theatre after each news broadcast.

The Duke of Windsor sporting goods store gave Olga a terrific window, backed by a giant poster, with plenty of stills and copy signs. Naturally, football equipment was the theme.

Olga invited the Soc Collegiate football team and its coach as her guests. The coach knows Elroy Hirsch personally, and made classroom announcements suggesting that the students be sure to see this picture. Pretty good, what?

CAPITOL - NORTH BAY

The local Nugget has introduced a new merchandising idea ... A two page spread on the "Match the Merchant to the Slogan" theme. On one page are slogans and on the one facing it, the names of the firms ... The idea is to match the slogan to the firm, for prizes. How does Robert fit in? That's simple ... he got the Nugget to use his ad as a sample, and wound up with a good hold-over ad on THE ROBE, with art and copy, on this choice page ...

An excellent window display with a local book store was arranged to sell the holdover.

A good 40 x 60 placed in a conspicuous down town window. A brief story on the local page also plugged the holdover of ROBE.

PARAMOUNT - PETERBORO

What a raft of stuff I have from Arthur on his ROBE holdover ... There's no stopping the guy ... so, let's go...

Art has a new deal with the local Weldrest Cleaners ... the firm runs a weekly 700 line ad, with a give-away of four theatre tickets to four lucky customers. Art is right in the ad, with a scene cut and headlines, and all for free ... By the way, the firm BUYS the F. P. tickets ... Howzat?

Cherney's department store used their giant revolving window to publicize THE ROBE. Lots of good colourful posters, giant recordings and a display of radio-phonographs. Lots of good theatre copy.

This next item Art calls his "Year's most profitable phone call" ... He called Father Moulhan and arranged to have all of the Separate School children march to the theatre, one school each day to see THE ROBE ... Each child paid the full admission price. This one call resulted in 2500 admissions. Not bad, eh?

Art invited the inmates of both Peterboro orphanages, and the local Home for the Aged as his guests. The Review ran a front page story, commending the good deed.

An excellent window in Hamilton's Fur store ... All local clergy made pulpit announcements on the Sunday before opening ... The Review and Lakefield News came through with excellent stories.

On the main street of Lakefield the Chamber of Commerce maintains a large bulletin board ... Well sir, one of the members just happens to be a good friend of Arthur's ... so, guess what ... You're absolutely right ... it was turned over to Art for the duration of his playdate, and believe me, he made good use of it.

C H E X came through with nearly a hundred bucks worth of free time in the form of sound-track recordings plus theatre plugs. Also, their Kist Good Deed Club still going strong, with the Paramount getting generous mention.

Guess that's about it for the nonce ... More to follow.

GRANADA - HAMILTON

Paul was playing CHAMP FOR A DAY, and invited the members of both the Hamilton Boxing Club and the Chamrock Boxing Club to attend as his guests ... It didn't work out quite as he had expected, and no photographer showed up ... therefore, no news break. But, he has been promised future co-operation to make up for it.

ROYAL - GUELPH

Scenes on off-theatre pages planted in the Mercury for STRANGER WORE A GUN and SO BIG ... Ted's I SAW contest still running, every day, six days a week.

As advance for KISS ME KATE, Ted promoted and distributed 3000 lifesavers in suitable imprinted envelopes.

ALGONA - SOO

Norman was playing MOGAMBO, and made good use of his local radio station. All disc jock shows featured weird types of jungle music as part of their regular routine, with liberal mention of feature and theatre. I might add that Norm bought a few spots, and had more than double the number handed him as a bonus.

A radio breakfast show aired on Saturday mornings started a safari through the main street of the city ... sending people out to find different objects ... sort of a scavenger hunt ... These people were outfitted with pith helmets and horns ... the horns for their protection in case they should run across "Old Joe" the python featured in MOGAMBO. Reports have it that this proved to be a riot, but be that as it may, it got the feature lots of attention.

A good window was secured in a fur store ... the merchant sending to Toronto for an authentic leopard skin to use as a background for MOGAMBO copy.

Keep it up Norman ... now you're starting to cook with gas.

CAPITOL - PETERBORO

Len started out with a good flash front on DEVIL'S CANYON ... A two column scene on an off-theatre page in both the local Review and the Lakefield News.

An excellent story, in advance of MARTIN LUTHER in both papers. Special advance preview for members of the Ministerial Association, educators, and heads of important organizations in the whole district. All promised to co-operate. Scene mat on LUTHER in the Review.

Eaton's permitted Len the use of their fence which runs along Peterboro's main street, which he used to placard with HALF A HERO copy. Two column scene on an off-theatre page in both the Review and Lakefield News.

X.O.X.O.X.O.X

Well, that looks like it for the week ending February 6th, and while it's not bad, from what I can see the following weeks are bigger and better ...

Only one thing bothers me ... Why must there always be a few abstainers? This week we must list among the missing, Herb Chappel ... Jack Ward ... Vern Hudson ... and, of all people, James Peter McDonough.

What's the matter fellows? Is it that tough to dream up one simple little stunt each week? The rest of the gang don't seem to think so ...

Come on gang ... get in there and let's make this a "One hundred percenters" league ... I know you can do it, and I'm sure you do. SO-O-O ... what's holding you back?

Turn the page for results week ending February 13th.

DRUM BEATS WEEK ENDING FEBRUARY 13TH

GRANADA - HAMILTON

MIGHTY JOE YOUNG was Paul's feature, and naturally a street stunt was in order ... This one cost him the price of one car wash and gave him the use of a truck which was bannered with large cut-outs from the pic, plus good theatre copy. Covered the streets of Hamilton for the full week. Two hundred miles, no less.

Paul rented a gorilla costume, and on opening day, had his monk riding on the hood of the truck. Naturally the driver made excuses to stop at every busy intersection, at which times his gorilla took over and entertained the passers-by with such antics as climbing up the sides of buildings, hopping along railings and the like ... Everybody knew about JOE YOUNG.

REGENT - OSHAWA

Al was successful in persuading the management of his local daily to re-run the thank you ad which they published last week ... Again at no cost.

A good scene on DANGEROUS WHEN WET appeared on an off-theatre page ... a feat which requires some fancy manoeuvring in Oshawa ... Al promoted an Esther Williams bathing suit from Cole of California, which was given away in a lucky number draw during one of his evening performances. One of the ladies from the local radio station acted as M.C., publicised the deal over the air for three days, and conducted a telephone interview with the winner on the following day. The station also plugged the show daily on their morning program "Listen Ladies" ...

CAPITOL - SUDBURY

Jeff seems to be having a little trouble selling his merchants these days ... and for want of something better, he had twenty five attractive cards made up, and placed them in the best locations in the city. Come on Jeff ... it's not that tough to think up a street gag, if nothing more ...

CENTURY - HAMILTON

Mel is still getting plenty of free time over C K O C on their Hour of Stars, featuring Tony Martin, one of the stars in his HERE COME THE GIRLS ... In addition, C H M L kicked in several free spots on their Bob Hope morning show. At one of Mel's matinees, packages of Jells were distributed to all the ladies. This deal was extensively plugged over C H M L.

The bannered trucks plugging HERE COME THE GIRLS and Hope's life story still making the rounds of Hamilton ... All local book stores featuring Hope displays.

Another full page co-op in the Hamilton Review.

CAPITOL - PETERBORO

Several good window displays on WAR OF THE WORLDS ... Fuller's Drug store devoted a full window to a display of science-fiction books ... Primeau's Smoke Shop ditto ... Connolly's Sundry Store tied in their pocket editions, and O'Toole's Smoke Shop gave out with their whole window.

Len heard that the Canada Dry people were giving out space helmets, and right away quick, he contacted them and was able to promote the last fifty they had ... These were advertised for the first fifty youngsters buying tickets for the Saturday mat ... Talk about a stampede ...

Len's been trying to liven up his weekly Foto Nite, and made a "promotion" tour of the city this week. Total score ... One "guaranteed" canary with cage ... Dressing gown ... One pair of shoes ... all to be used as contest prizes. Naturally the contributing merchants get a plug from the stage.

As advance on LUTHER, Len was able to promote three separate scenes on off-theatre pages in both the Review and Lakefield News ...

CAPITOL - WELLAND

For his holdover on THE ROBE, Jack was able to place four separate and excellent scenes on off-theatre pages in his local Tribune, plus some good gratis spots over C M V R.

CAPITOL - GALT

Eddie was all set for THE ROBE when bingo ... at the last moment ROBE was out, and SCOUTMASTER was in ... What to do? ... Well, he immediately contacted the local Boy Scout association who co-operated by sending notices to their entire membership ... Ed invited as his guests five Honour Scouts from each group, and the scouts in turn bought a block of 300 tickets, assembled at their headquarters and marched to the theatre, full uniform and all. Good business and excellent P.R.

TTIVOLI - HAMILTON

As advance for his showing of HOW TO MARRY A MILLIONAIRE, Jim came up with a couple of dandy co-ops ... Turner Electric came through with a 460 line ad, featuring a seven inch cut of Monroe sitting atop one of their newer T.V. models ... Ver-F-r-y hicc. The other was a 360 liner used by Beautyland Salon, centered around an attractive profile of our Marilyn ... Both in the Spec.

ALGOMA - SOO

Norm had a large heart placed on the bandstand of the local dance emporium, with appropriate copy on EASY TO LOVE ... This was used for a full week through Valentine's Day.

At a special Valentine Dance, Norm arranged for several tag dances with guest tickets as prizes ... Many excellent plugs for both MILLIONAIRE and EASY TO LOVE.

CAPITOL - ST. KITTS

Vern organized an excellent contest in co-operation with Floyd's Jewellers, to help sell HOW TO MARRY A MILLIONAIRE ... All local femmes were invited to send in a note telling why they would like to marry a millionaire... The jeweller came through with a \$70.00 wrist watch and a jewelled compact, and Vern donated three books of F.P. tickets, as prizes.

Heralds were handed out at both the store and theatre ... starting two weeks before opening day. Floyd's took a terrific 340 line ad detailing the contest and featuring art from the press book ... The jeweller also ran an ad in the Sales and Ad Club's monthly bulletin ... In addition, the jeweller put in one of the most attractive windows Vern has ever promoted on any pic. A swell bit of work Vernon ... Keep it up.

ROYAL - GUELPH

Guess that trip West did help F.G. get rid of some of those cobwebs, as witness the stuff the lad sent through his first week back ... Starting to look like his old style of ballyhoo ... Keep it up fella ...

Ted played host to 150 Mercury carriers, on the basis of the short JOHNNY GETS HIS ROUTE. A swell two column pic of some of the lads, Ted, and the circulation manager, with suitable story appeared in the following day's edition of the paper ... In another edition, a good single column story.

His I SAW contest still going strong ... A good two col. scene on an off-theatre page on DECAMERON NIGHTS.

As advance for KISS ME KATE, Ted promoted 3,000 life-savers, inserted them in suitably inscribed cellophane envelopes and distributed them to his customers and on the street.

Kelly Music Store ran a 420 line ad on opening day, tying in their KATE albums with the Valentine day theme ... with lots of good stuff for the Royal.

Also on opening day, Love's T.V. came out with a full half-page co-op ... Banner headline apropos of the attraction, with press book art and copy. Good stuff boy. A two column scene on an off-theatre page completed the KATE deal.

ORPHEUM - SOO

Olga was playing REDHEADS FROM SEATTLE, and obtained two very good windows in music stores, tying in their recordings and albums. One of the Soo's leading dress shops didn't want to disturb their Valentine windows, but as a gesture of co-operation, agreed to place a mannikin, dressed to kill, with a red wig, in their doorway each evening after closing ... Naturally with appropriate theatre and pic credits.

Here's a new slant, one worth while picking up in other spots.

VICTORY - TIMMINS

I like Jack's stunt in connection with his date on REDHEADS FROM WYOMING ... He cut the face out of a six sheet of Maureen O'Hara and planted it in Timmins' popular dance palace, the Pavillion ... Signs around the hall asked "How would you look as a REDHEAD FROM WYOMING? ... Find out ... Have your picture taken free" ... The gals really went for it. The gimmick? ... Well, in order to claim their pictures the lovelies had to attend the dance on the following Saturday. Match, extra business for the dance hall, BUT ... the boss man was so tickled that he footed the bill for the entire cost ... signs, photographer, pictures and all. Hows that?

The boss of the dancery also happens to own the French language radio station C F C L. Naturally this deal was plugged all day Friday and Saturday. His orchestra also came through with lots of good publicity for pic and theatre.

Jack invited one of the local reporters in to see MAIN STREET AND BROADWAY, and the lad came through with an excellent two column story, on the best page in the paper ... the Community Page. Good work, Jack.

SENECA - NIAGARA FALLS

Jack was able to place a good cartoon-type head of Tallulah Bankhead on an off-theatre page for his date on MAIN STREET TO BROADWAY.

PARAMOUNT - PETERBORO

Weldrest Cleaners again came through with a good co-op ad ... this time plugging BANDWAGON, and offering prizes of theatre tickets to lucky customers ... As you may recall, Art not only gets the benefit of the advertising, but sells the merchant the tickets. In a later edition the cleaning firm duplicated the deal on HOW TO MAKE A MILLIONAIRE.

C H E X still airing the Kist Good Deed program three times each week with many a good mention of Art's attractions. "Tenderly", the theme song from TORCH SONG was featured nine times during its run, with good plugs, and all for free ... Songs from BANDWAGON were featured on all the popular programs and disc jock shows.

The school safety patrol party was held at the Paramount, and was a complete success ... School and civic authorities, as well as the local police department participated. Excellent P.R.

CAPITOL - NORTH BAY

Still not getting too much action out of our Robert ... Whassa matta fellow? ... Satisfied with the honours you knocked off in the last contest? They won't wear for ever you know ...

Good inside displays on LILL, as well as an excellent provocative out-put mounted on a post directly in front of the theatre ... Both the local bus station and White Bros. Appliances store devoted their windows to good displays on APPOINTMENT IN HONDURAS for ten days in advance of the date and during the run.

CAPITOL - NORTH BAY (continued)

The double truck slogan contest spread proved so popular that the Nugget is continuing it ... and Robert is right in there with his theatre ad as a sample ... I presume that this is a gratis deal ... since Bob donates a couple of theatre admissions to be used as prizes.

Well, that's it for the second week in February ... and while some of the stunts and ideas aren't too bad, it still leaves much to be desired ... There's one abstainer this trip ... Herb Chappel ... No try, no points ... Just as simple as that.

Let us now see what the third week has to offer ...

WEEK ENDING FEBRUARY 20TH

CENTURY - HAMILTON

To help sell FOREVER FEMALE, Mel did some fast talking, and sold our friend Bill Granston on CKOC the idea of coming through with a number of good plugs on their feature "Hour of Stars" which stars Ginger Rogers.

The full page co-op in the Hamilton Review still going as strong as ever. Now into its second year, and Mel reports that everybody is still quite happy about it. Naturally Mel is, as his ad dominated the page.

BROADWAY - TIMMINS

Bob promoted an excellent story on the second page of the Press on TAKE THE HIGH GROUND, and in addition succeeded in placing a scene on the Women's page, on THE ACTRESS.

Our boy is still Mr. Broadway on a choice spot on C F C L, and manages to get plenty of plugs in for his theatre and, natch, the feature playing.

ORPHEUM - SOO

REDHEADS FROM SEATTLE gave Olga a chance to go after a couple of the local ladies' wear stores, and she wound up with excellent windows centered around a red-headed mannikin, with fashion hints for the red head ...

Two local music stores put in good windows tying in their recordings and sheet music from the picture ... Moore's also used a window to sell CRUISING DOWN THE RIVER for Olga.

Russ Ramsey, sport announcer over C J I C co-operated with many good plugs for BIG LEAGUER ... Olga again appeared on "Breakfast at Guffin's" and was finally identified as the Mystery personality ... What a time, reports Olga, and what plugs she got in for BOTANY BAY. She has promised a complete report in time for the next edition of BALLYHOO.

REGENT - OSHAWA

A good scene came off theatre page on MILLIONAIRE ... The rest of his campaign in its entirety will be reported in our next issue.

TIVOLI - HAMILTON

I was beginning to worry about James ... but, as always happens, he came through with a campaign on MILLIONAIRE, which is chock-full of newspaper breaks and co-ops which are, to put it very mildly, slightly terrific ...

Jim made a deal with Turner T.V. ... Wonder who got the best of it ... or should I ask? All I know is that Hamish wound up with 2650 lines of co-op advertising in the Spectator ... In addition to the advance ad reported for the previous week, the appliance dealer went for the following ... One quarter page ad featuring a seven inch pic of Monroe ... One quarter page with another seven inch cut, this time of Grable ... and get this ... another ad, this time fifteen inches on four columns, with a fourteen inch, full view cut of our Marilyn. The heading was, naturally ... "You don't have to be a MILLIONAIRE to own one of our beautiful new 1954 T.V. sets" ... Mr. Turner seems to like it, and I'm sure Jimmy does.

Jim also tied in with the American Kitchen Dealers, who put on a terrific show for him ... He netted a 750 line ad in the Spec, complete with Monroe art, and a 700 line deal, using the same cut in the News. An excellent, and certainly attention-getting display was placed in his lobby, and the seven dealers involved, each gave MILLIONAIRE a full window display.

A tie-up with Howard's Credit Jewellers gave Jim a lobby display of "The world's most famous diamonds" - in paste of course, but it made a terrific splash ... The store in turn put in a very colourful window loaded with pic and theatre plugs. The rental of the "diamonds" alone cost the merchant well over a hundred bucks ... In addition they bought daily spots over C H M L plugging the picture.

That's more like the old McDonough ... Keep it up boy. We expect it of you.

CAPITOL - WELLAND

Publicity on REDHEADS FROM SEATTLE, this week, consisted of seven record spinings plus theatre credits over C H V G ... Jack made another contact this week ... with a popular local orchestra, and now gets music from his pictures, plus good credits every time they play a date.

CAPITOL - ST. KITTS

Vern sends along a tear sheet showing a picture of himself along with three other local dignitaries in some Chamber of Commerce deal. Vern happens to be chairman of one of the sections, and while there is no direct theatre advertising involved, I suppose there is some public relations value ... even if only be inference ...

Now that they've published your mug in their pages, how about selling them on the idea of giving some of your attractions a break ... or P.R. or anything ... as long as you can get it in the daily? ... Huh?

PARAMOUNT - PETERBORO

HOW TO MARRY A MILLIONAIRE was Art's attraction this week, and at first glance it looks like he really did himself proud ... but, what are we waiting for? Let's take a quick look ...

Weldrest Cleaners still buying tickets from Art for use as prizes, and coming through with theatre plugs in their ads each Wednesday and Saturday ...

The Examiner has come up with a new deal entitled "Sunshine Sweepstake" scheduled to run for thirteen weeks ... Art is the only local theatre on the page. All participating advertisers are provided with coupons which they hand out to their customers, each representing one vote for "Your favourite salesgirl" ... Of course both of Art's cashiers are in the contest ... Winners will be announced from the Paramount stage.

The Review gave Art an excellent story, plus three pics, one of each of the gals ... this naturally on an off-theatre page. Same deal duplicated in the Lakefield News.

2000 four-page heralds were distributed on MILLIONAIRE. Entire cost covered by the "Four Friendly Druggists" of Peterboro. A colourful 40 x 60 was placed right in the middle of the Empress hotel lobby, one of the best spots in town.

Art makes use of breast badges, but in a slightly different way ... Instead of adorning members of his staff in them, he has arranged for all waitresses at a popular eatery to wear the badges during the entire run of his attraction. The Paramount received good mention in the monthly Ad-Sales club bulletin.

C H E X Good Deed Club still going strong with lots of free plugs for the Paramount ... Weldrest Cleaners, in addition to their newspaper ads, use 25 air spots per week, with Art getting the benefit of at least half of the paid time ... The radio station's show "Pot of Gold" starts off each day with the announcement, "You don't have to MARRY A MILLIONAIRE to win" etc. An amazing thing, reports Arthur ... he didn't even ask for this one ... Local disc jocks came through with many recordings from the show, and some by "Mr. Betty Grable" ... May sound like reaching pretty low into the barrel ... but my friends, every little bit helps.

CAPITOL - GALT

Ed's doorman is still on the sick list, which doesn't give Eddie too much time for outside activities ... but he manages something, just to keep him in the running for the bonus points.

All the Grey Cabs in the city carried good window strips on his feature WAR OF THE WORLDS.

The Reverend of Galt's Anglican Church was contacted and gave the short MISSION SHIP a real boost from his pulpit, urging members of his congregation not to miss this wonderful subject.

CAPITOL - NORTH BAY

Bob has started a drive to collect all discarded automobile license plates for Variety Village. The Nugget ran a short story on the deal, and every garage, and the local license issuing bureau are using colourful displays to sell the idea. Sounds like pretty good industry P.R.

On BLOWING WILD, Bob announced that on Saturday, exactly at noon a large number of balloons, some containing theatre tickets, would be released from the roof of his theatre ... So wa hopen? Two cops had to be rushed to the scene to control the crowd of youngsters who showed up for the event ... One of Bob's lads walked the streets blowing bubbles from a toy bubble pipe, and naturally plastered with copy for BLOWING WILD.

For STORY OF THREE LOVES, which happened to play around Valentine's Day, Bob had a number of large hearts made up, each suitably inscribed. These were cut in half, and given out at the Policeman's Ball, also the High School, and on the street. People receiving them had to match up the two halves for a free admission to the theatre. Eight were successful. A good stunt.

PALACE - GUELPH

PARIS MODELS and THE BIG FRAME each netted a good scene on off-theatre pages in the Mercury. The A & P stores inserted heralds in their grocery bags on the Saturday before HERE COME THE GIRLS opened at the Palace.

For MARTIN LUTHER, Herb personally appeared before the Guelph Ministerial Association and gave his pitch ... he was assured of complete co-operation. At this meeting over 3,000 reduced admission price cards were distributed. The local Presbyterian minister personally placed twenty five cards in local windows ... A special recording was cut for use on the local radio. This took the form of an interview between Herb and a local minister.

CAPITOL - PETERBORO

Len had his whole theatre, front, lobby, candy bar, etc. done up specially for his showing of MARTIN LUTHER ... Banners, one-sheets, photos etc. helped make this a really effective display.

Window displays were promoted in three neighbouring towns ... Millbrook, Havelock and Norwood. Didn't hurt at all. The weekly papers in each of the three towns also ran scene mats, in spite of the fact that Len does not advertise in them.

A three column story was printed in both the local Review and the Lakefield News. The Protestant clergy was most co-operative, with LUTHER the subject of their Sunday sermons. Several printed announcements in their weekly bulletins.

An excellent editorial in the Examiner certainly did much to promote business. The editor had been one of Len's guests at the preview, and was so impressed with the picture that he personally made sure that the editorial would appear.

In addition to the above, Len followed through with all the normal devices ... heralds, letters, cards etc.

ALGOMA - SOO

For HERE COME THE GIRLS, Norm tied in with a local bakery who put a large poster in their window reading ... "Girls, want a slender figure? ... don't give up HOPE ... Where there's girls, there's HOPE" etc. Naturally this was tied in with their calory reduced bread. This is a good and novel twist ... Let's have more of this kind of stuff Norman ... and how about that newspaper of yours?

SENECA - NIAGARA FALLS

Well, finally it happened ... and I have before me a tear sheet ... but what a tear sheet, on HOW TO MARRY A MILLIONAIRE! The credit, sez Jack, must go to his assistant Mort Grant ... Keep it up Morton ... and keep after that paper.

The aforementioned tear sheet is a double truck ... no less ... with 72 point heading reading "You DON'T HAVE TO MARRY A MILLIONAIRE to take advantage of ..." etc. All around the edges and across the bottom are cuts of the three shapely gals, with lots of theatre copy. The benefactor? ... A local furniture dealer, who also plastered his entire picture window with poster cut-outs and copy provided by Mort.

Now that you've broken the ice, let's have more of the same, fellows ... If the advertiser is satisfied, and after all, he's the guy who's paying the shot ... you'll have no trouble getting him again.

X.X.X.X.X

AMONG THE MISSING

I don't see anything from Ted Doney ... Paul Turnbull and Jeff. No entries, no points fellows. If anything comes in before we hit the press, you'll get credit. If not ... then, no dice.

X.X.X.X.X

Well, I've done enough reporting for one issue, I think, and I still have one week to go before February is complete. That will have to wait until next week, when the score-board will accompany my report of your activities.

Now I've got to sit down and start adding up points. And fellows ... those of you who've missed out ... don't let out a yip if you happen to be two weeks behind in your entries. I can't hold up the works for any individual. This has to be a co-operative effort... Yours and Mine.

See you next week ...

D.E.K.